

Virginia Complete Count Commission
Meeting Minutes
April 30, 2019
Virginia Capitol Building Senate Room 3
1000 Bank Street, Richmond, VA 23219
10:15 a.m. – 3:15 p.m.

***Attendees:** Reggie Tupponce, Gilbert Bland, Eric Lin, Gaylene Kanoyton, Suja Amir, Hon. Rev. Dr. Jonathan Barton, Dr. William O'Hare, Julian Walker, Gia Genie Nguyen Le, Sarah Gross, Hyun Lee, Aida Pacheco, Monica Sarmiento, Dr. Elda Stanco Downey, Ashley Reynolds Marshall, Beth O'Connor, Margaret Nimmo Holland, Ashley Marshall, Carah Whaley, Sree Negardi, Rita Stuart, Jonathan Zur, Steve Kast, Caryn Durham*

21 Commissioners in Attendance

***Surrogates:** Michael Ashby for Hon. Nancy Rodrigues, Carah Whaley for President Jon Alger*

***Not in Attendance:** Jon Alger, Nancy Rodrigues, Jim Dau, James Fedderman, Tiffany Jana, Terron Simms, Rev. Kevin Chandler, Gregory Howard, Leo Whitaker, Razi Hashmi, Sarah Gross Radcliff*

Governor's Office Staff Present:

Kelly Thomasson, Secretary of the Commonwealth

Traci Deshazor, Deputy Secretary of the Commonwealth

Fernando Mercado-Violand, Special Assistant and the Director of Latino Outreach

Guests:

Ron Brown, Partnership Specialist, U.S. Census Bureau

Kevin Krigsvold, Partnership Specialist, U.S. Census Bureau

Raquel Cepeda, Partnership Specialist, U.S. Census Bureau

Colin Louis, Partnership Specialist, U.S. Census Bureau

Various staff and interns from the Secretary of the Commonwealth

Local Complete Count Representatives:

Sierra Lantham – City of Alexandria

William Palmquist- City of Richmond

Janice Hurley and Adisaa – City of Norfolk

Michael Casey- City of Portsmouth

Call to Order (Secretary Kelly Thomasson)

The Honorable Kelly Thomasson, Secretary of the Commonwealth of Virginia, called the meeting to order at 10:15 a.m.

With a motion from Commissioner Gaylene Kanoyton, and a second by Commissioner Gilbert Bland, the January meeting minutes were agreed to.

With a motion by Commissioner Rev. Jon Barton, seconded by Commissioner Eric Lin, the meeting agenda was adopted.

Opening Remarks and General Updates (Secretary Kelly Thomasson)

Job Vacancies:

- Secretary Kelly Thomasson discussed the need to decimate information regarding jobs with the U.S. Census Bureau. This is a major priority for the U.S. Census Bureau. We are currently sharing the Virginia job postings on the Secretary of the Commonwealth's social media and have developed specific graphics for job postings, and will have those available in the follow up email; so that they can be shared with you network.
- Ron Brown: We still need to fill many vacancies we will have six field offices that we need to staff up. We need diverse and competent staff, and I appreciate the support you all have provided thus far and we will continue to need that support as we need to hire for more positions.

Question: *Commissioner Bill O'Hare*

In regards to returning citizens, I understand there was a court case, where the results of those who want to work with former felony convictions, will the Census Bureau hire returning citizens?

Response: *Ron Brown:*

They are able to apply like anyone else.

Question: *Commissioner Elda Stanco Downey*

We will not be able to hire Spanish speakers in Roanoke with the US Citizens qualification is there any plan to change that.

Response: *Ron: Right now the requirement is that applicants be U.S. Citizens and 18 and older.*

Court Case Regarding Citizenship Question:

- On April 23, 2019, The Supreme Court of the United States will hear the New York vs. Secretary of Commerce Case; this case is arguing that the Secretary violated the Administrative Procedure Act.
- The oral arguments made it seem that the SCOTUS agreed with the case made by the U.S. Secretary of Commerce.

Discussion

Comment: *Ron Brown*

Drop dead date, is in June in order to have them available. One with the question on it and one with the question not on it.

Comment: *Reggie Tupponce –*

Native American youth are discussing opting out of that question

- Response: Ron Brown

- *We are a counting agency, there might be a follow up*

Question: *Carah Whaley: I understand that there is a field test on this question.*

- *Response: Commissioner Bill O'Hare*

The field test on the citizenship question but the results will not be available till the fall.

Response: *Ron Brown*

This is not the only concern of these field tests. We are also measuring where we will allocate staff, and where there are digital gaps where we will be allocating more staff.

April 1 Census Awareness Day

- We hosted three roundtables - Alexandria, Richmond, and Norfolk. Earn media was relatively successful, but it was very successful in engaging stakeholders in those regions that we had not that will be important in our efforts down the road.
- We also had a very successful event in Harrisonburg led, by JMU's Carah Whaley that focused on higher education and the accurate count of college students.
- The buildup for these events did allow us to connect with press in RVA and Nova, and they are aware of our efforts. Most of our press coverage came from our Hampton Roads event.
- Comment Ron Brown: Thank you for doing what you are doing Virginia led the way; we often point to Virginia as an example for other state commissions.

The Undercount of Young Children in Virginia

(Presentation Attached)

Commissioners Bill O'Hare and Margaret

Key Points:

- Young children are the demo with highest undercount
- Younger than school age are more at risk of an under count
- Black and Latino Children are twice as likely to be undercounted
- Virginia is in the top 5 of the undercount of young children
- 2 main issues: Confusion and Concealment
 - Confusion: young children are left off because people do not know they need to be added. NALEO survey 15% of Latino families did not know. What household is the young children are a part of if there is shared guardianship with grandparents.
 - Concealment: Immigration concerns, 2 Million with undocumented, 5 million with non-citizens.
 - Children in living in unites where they are not supposed to be.

What Can we do?

- Work with already trusted messengers
- Voices of Virginia's Children
 - Inform- gather data for VA specific messaging
 - Partner with localities and community foundations

- VA Kids are doing presentations, and can provide information and materials for other organizations to use and can be resource.
- We will also be helping LCCC find child advocates to serve on their commissions.

The Undercount of Young Children in Virginia: Discussion, Question, and Answer

Question: *Commissioner Rev. Jon Barton*

How Does one Determine an Undercount?

Response: *Commissioner Dr. Bill O'Hare*

Analysis of birth and death rate, vs the actual count- the trends are accurate and data collection is significantly off the predicted trends, we can feel certain about the degree of undercount/over count.

Response: *Ron Brown*

The enumeration services are different and independent of what the Census does and they serve as a check on the accuracy of our count.

Question: *Commissioner Ashley Marshall*

Does the discrepancy among people of color extend to other age groups?

Response: *Commissioner Dr. Bill O'Hare*

It does but the trend is higher in young children

Question: *Commissioner Gilbert Bland*

Hampton Roads has a significant under count.

Question: *Commissioner Ashley Marshall*

Is there - SW data?

Response: *Commissioner Dr. Bill O'Hare*

We are only pulling from localities with 100,000 or more people. We could pull localities together and come up with numbers regionally.

Question: *Are there findings that indicate the cases where children are being counted individually,*

Response: *Commissioner Dr. Bill O'Hare*

It's a combination and it depends, I think you will find it more so with immigrants families that will be completely undercounted.

Question: *Margaret Nimmo Holland*

Is there a certification that can be granted to community members to signify that they are trusted messengers.

Response: *Ron: we do not have that the oath the privacy thing*

Question: *Ashley: How are people being counted in women's shelters?*

Response: *Ron Brown*

Women in shelters are counted in our group housing efforts.

Census Solution Workshop

- Commissioners should organize census Solution Workshops in the next two months regionally. This is a time where commissioners discussed potential venues, what are your demographic, what will make the most sense, (during the weekend, or a brown bag during the week.)
- Please take this time to work through thinking how you will execute these events in your region/constituency group in the next few months.
- The goal is to take the information, strategy, and plans we have developed here and share it with other groups that can help maximize the work we do throughout the Commonwealth.
- Commissioners, met in regional or constituency groups to plan their Census Solution Workshops.

Census Solution Work Shops Question and Answer

Question: Commissioner Rev. Jon Barton

Would it be possible for these workshops to be virtual?

Secretary Kelly Thomasson: I think that would work, we want you to do whatever you think will be best.

Question: Commissioner Aida Pacheco where will the Census Office be located so we can plan to invite staff from the regional offices.

Response: Ron Brown, U.S. Census Bureau

The Fairfax will be open soon and we plan to open the Crystal City, Fredericksburg, Virginia Beach, Roanoke, Richmond between July to October.

Question: Commissioner Monica Sarmiento

Can you please explain what the address code, or link designated to the addresses that the Census will provide?

Response: Ron Brown: *The barcode will be designed to that address, and they can use it to fill out the address. They do not need the barcode, they need to put in their address information- we will cross-reference. They can also use the toll free number.*

Subcommittee Breakouts

- Review previously identified subcommittee outreach opportunities and goals
- Incorporate your subcommittee's goals in the Work Plan timeline
- Plot out your subcommittee actions items what steps your subcommittee needs to take to move initiatives forward over the next two months.

Community Based Organizations Subcommittee

- Focusing on a campaign model to recruit volunteers to high traffic canvas at community events and to go door to door after April 1.

- Develop flyers and other materials to hand out at festivals work with Secretary's Office
- Host Census Solution Workshops and "House Party" like events to help recruit and train volunteers so that they can lead their communities in Census outreach.
- Bring in national organizations, and have trainings at these meetings. Recruit their assistance for developing a training program that can be taught to volunteer leaders to expand our efforts.
- Being visible, and then focusing on training and workshops after Labor Day in bringing different groups together we want to frame this last stage as the Get out the Count phase.

Community Based Organizations Subcommittee Q&A

Question: Secretary Kelly Thomasson

Looking forward the next steps would be identifying and consolidating a list of festivals across Virginia?

Response: *Commissioner Gaylene Kanoyton*

There is the link, but we will have a way for VCCC commissioners to be able to send us a list of festivals.

Comment: *Commissioner Aida Pacheco*

One thing we could do is make the speaker request form more inclusive and flexible to include festivals that would want us to table. We can have commissioners help make a list of events or submit their events through a tool on the website.

Question: *Commissioner Aida Pacheco: How about flyers for events?*

Response: *Secretary Kelly Thomasson: we have PDFs on our website; we do not have a budget to print.*

Question: *Commissioner Genie Nguyen*

Will it be possible to get these materials translated?

Response: *Secretary Kelly Thomasson*

We are hoping to rely on our commissioners to either help us find in kind translations or find translators for our materials.

Question: *Cara Whaley*

Can a business's sponsor printing?

Response: *Ron Brown*

Yes, they are able to support our Census efforts through printing and advertisement.

Education Subcommittee

Higher Ed Tool Kit

- Cara Whaley developed a primer for colleges and Universities. JMU has information regarding the census on their webpage.
- This will provide a template for other schools. The Primer will be sent out to commissioners in the follow up email and can be found here.
<http://www.jmu.edu/civic/2020Census>

- We will be developing a list of higher conferences, with administrative staff where the Census Bureau or the commission can present information on the census.
- We are hoping to support canvassing efforts as well; we hope to recruit volunteers from students and community members.

Younger Children

- Developing a tool kit for schools and parent organizations
- Producing a video directed to the parents of young children.
- Working with Bon Secor as a pilot on the best way to use that hospital as a test study on how to collaborate with other hospitals.

K-12

No representative present at the meeting.

Education Subcommittee Q and A

Question: Reggie Tupponce

Does the Census Bureau have specific college materials, to make sure they know how they are supposed to be counted?

Response: Ron Brown

Not specifically, counted as group because many college students live of campus and they are counted in the greater population of the communities they live in.

Business Subcommittee Breakout

- Developing partnerships with business leaders as we continue our education phase. We need to start creating groups of business leaders as partners; we are working on making these connections now.
- Op-eds from influencers in the business community, so that they can share the importance of the Census with their colleagues, and make the case
- Conversation with the identified stakeholders, and go over the education pieces and the “asks” we come up with for each business.
- *Implementation phase*, what will they be able to do, cross marketing, leveraging those relationships, potential sponsorships, direct funding, and employers.
- We will need assistance from the Governor’s office in engaging C Suite companies.

Business Subcommittee Question and Answer

Comment: Ron Brown

We are hoping to provide you all with an update on national business leaders and their local affiliates. Additionally I would add that an important potential signage from local transport, such as busses.

Faith Subcommittee Breakout

- Organizing the Faith based conference call with the various faith leaders from across the Commonwealth. Ideally looking to shoot for the week of May 13th.
- Goals of the Conference Call.
 - Fill them in on VCCC

- Speaker opportunities.
- Webinar and CSW meeting.
- Encourage them to think of their own traditions.
- Set up another call to keep them informed and energized about the Census efforts as we approach the implementation phase.

Media Subcommittee Breakout

- Continuing to place Op-Eds in large papers, and small papers we will have a list of all our targeted publications. Start of the school we will focus on getting education voices.
- Coming up with basic flyer that we could potentially send out to a vast majority of people.
- Local community groups have podcasts as well as community radio programs; we need to get members of the VCCC on these shows.
- Cutting a video that we could use for social media.

Media Subcommittee Breakout Question and Answer

Comment: Commissioner Gaylene Kanoyton

Something that I suggest all members of the commission do is add their membership to the committee to their email signature and to add the logo.

Question: Fernando Mercado-Violand

I know local news anchors sometimes-present PSA's and include it in their morning reports, how do we go about doing this?

Response: Julian Walker

Things such as the Teachable Conversation. These conversations are usually run through the business office of the stations, sometimes localities have to pay sometimes they don't. It is worth asking, but likely the best alternative is to be a guest on a morning/afternoon show.

Question: Commissioner Aida Pacheco

What are our plans regarding ethnic media?

Response: Commissioner Hyun Lee

I have been on pitching the census to Korean outlets; I think the work groups and different constituency groups should be compiling a list of ethnic media contacts and programs where they can share census information.

Government Breakout Question and Answer

- In the next few weeks, meeting with all the Cabinet Sec and agency heads. Collaborating with agencies. Vital Records, DMV, DSS, ect.
- Running list of proclamations that have shared Census Awareness month.
- If you have contacts to add to the distribution list. Being more aggressive in connecting with LCCC, and being aware on how these are developed.

Native American Outreach

- Pow wow season, various tribal events throughout the summer.

- Commissioner Reggie Tupponce has been speaking at these events, since our funding comes from the census.

Local Complete Count Commission Panel Presentation and Discussion

Sierra Lantham – Alexandria

William Palmquist- Richmond

Janice Hurley and Adisaa – Norfolk

Michael Casey- Portsmouth

Creation Efforts

Alexandria

- Opened the application process last year through a resolution Council had to approve the nominations. We appointed everyone who applied.
- Was flexible in adding folks from communities not represented,. Exp. Ethiopian community. All our meetings are public; we are not turning away anyone that wants to work. There are 46 people in the commission.
- Created a steering committee, members of the city of staff, VA health dep, and one member that works with young children.
- The first meeting was mainly educational. Recently had initial steering committee meeting, will have a second meeting next month.
- Looking to collaborate with the Nova Community Foundation created regional Nova Committee. They have a regional focus, on larger regional organizations. Especially big faith organizations.

Richmond

- Formed in October 2018 by Proclamation of Mayor Levar Stoney.
- Members selected by the mayor's office.
- In December of 2018 the city launched website for the LCCC
- Fleshing out our subcommittee and membership, we will be looking
- We are meeting next Tuesday; we met earlier this month and had the CB do a training led by U.S. Census Bureau staff.
- Moving from planning to operational, launching our city Census Ambassador's program
- RVA Count Facebook page and pushing visibility through digital platforms.

Norfolk

- We have not kicked off our committee. City council has passed a resolution.
- Janice Hurley has worked for the city for several Census efforts.
- Focused hard to count folks, Norfolk has large military, and public housing..
- We identified what are the hard to count.
- City staff has been meeting for a year, talking the planning, and the potential issues that may rise.

- Councilman Shmiegel will be the chair of the LCCC. We then hope to start building our membership and then we will have a census solution workshop.
- Highlighted the important to work regionally, we are all independent. Cities and have overlapping organizations. However, we have our city LCCC.

Portsmouth

- We have not started yet. First census related efforts was sending a representative to the VCCC meeting.

Challenges, Funding and how can the VCCC Help?

Norfolk

- Funding: The City has not passed a budget yet, we will know once council passes the budget in the next few months.
- Challenge: The nebulous task of LCCC members. We are not asking them to knock doors, we are asking them to help us make relationships.
- Challenge: The growing and transient Nature of the City of Norfolk

Alexandria

- Funding: \$30,000, which is the same as 2010, however the cut in federal funding is a concern.
- VCCC: The VCCC is a good way to see what is going on around the state. It would be helpful to coordinate earned media efforts and sharing media contacts and initiatives so that the LCCC can provide support.

Richmond

- Funding: No funding allocated as of now, currently looking at in kind and interdepartmental support.
- VCCC: will serve as an idea incubator, and hearing what has been successful and best practices.
- Challenge: Funding. Richmond has not allocated money, that might change, but in general, state funding would be great.

Efforts to Address the Undercount of Young Children

Norfolk

- We reached out to specific staff member who works in Education.
- Our Chair, is a principle, we are also working at the military families, and food banks.
- We are working more with community orgs, and focused on family outreach.
- Working with Sentra in Hampton Roads to help promote the census, because they serve the health needs with many families with young children.

Richmond

- The cities' Superintendent is a part of the commission, and plan on working closely with his office.

- We plan to develop an education subcommittee, hoping to find creative ways to get school children started.
- Taking a holistic approach, in the harder to count communities with younger kids in mind.

Alexandria

- Early childhood workgroup for the city. One of those members is on the LCCC. We made sure we had a rep.
- School subcommittee, we are working with engaging families with younger children.

Next steps

- Start getting dates for the Census Solution Workshops how can staff and the Census Bureau can help.
- Inform us regarding and major changes, we need to make to the work plan based on your discussion
- Review FOIA guidelines. Please use the Virginia complete count email address when conducting commission business

Meeting Adjourned 3:07 P.M.